ABSTRACT OF DISCLOSURE

A method of and apparatus for managing UPN/URL/Trademark/Product-Descriptor data links within a manufacturer's enterprise, wherein the manufacturer's EDI-enabled UPN/URL Database Management Subsystem is configured between (i) a plurality of Web-enabled client machines operated within the manufacturer's enterprise by various departments, and (ii) a conventional manufacturer's EDI-enabled UPC-indexed Product Sales Catalog running on a (possibly remotely-situated) computing platform deployed within a manufacturer's enterprise. The manufacturer's EDI-enabled UPN/URL Database Management Subsystem is initialized by importing UPC numbers, trademarks and product-descriptors from the manufacturer's locally-maintained UPC-indexed product sales catalog deployed within the manufacturer's enterprise. The conventional UPC-indexed product sales catalog functions as the "master" UPC catalog source within the manufacturer's enterprise, while the manufacturer's EDI-enabled UPN/URL Database Management Subsystem functions as a "slave" UPC catalog source data-synchronized to the master UPC catalog source. The manufacturer's EDI-enabled UPN/URL Database Management Subsystem is programmed to automatically (i) access the conventional UPC-indexed product sales catalog on periodic basis and (ii) import current UPC numbers, trademarks and product-descriptors used by the manufacturer within its UPC product sales catalog for enabling B-2-B e-commerce transactions with its retail trading partners. Using the database-initialization and synchronization of the present invention, brandmanagers, product managers, advertising agents and support personnel can novel practice the novel UPC/URL/Trademark/product-descriptor management techniques of the present invention without disrupting conventional UPC management operations performed by others within the manufacturer's enterprise in connection with enabling EDI-based B-2-B e-commerce transactions.